

THAT WHICH IS CLAIMED IS:

1. A method of facilitating and accounting for call-through advertising between advertisers and users of Web-enabled telephone devices, the method comprising the following performed by an advertisement server:

serving an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the advertisement server;

responsive to user activation of the advertisement hyperlink, serving telephone connection information of the third party to the Web-enabled telephone device, wherein the telephone connection information is in a format that can be utilized by the Web-enabled telephone to establish telephone communications with the third party; and

storing information associated with serving the telephone connection information to the Web-enabled telephone device.

2. The method of Claim 1, further comprising storing information associated with a user establishing telephone communications with the third party via the Web-enabled telephone device.

3. The method of Claim 1, wherein serving telephone connection information of the third party to the Web-enabled telephone device comprises serving a telephony hyperlink within a second Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes

the Web-enabled telephone device to establish telephone communications with the third party.

4. The method of Claim 3, wherein the second Web page contains a hyperlink that can be activated by a user to remove the second Web page from display within the Web-enabled telephone device.

5. The method of Claim 3, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with an advertisement server.

6. The method of Claim 1, wherein serving the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

7. A method of facilitating and accounting for call-through advertising between advertisers and users of Web-enabled telephone devices, the method comprising the following performed by an advertisement server:

serving an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the advertisement server;

responsive to user activation of the advertisement hyperlink, serving telephone connection information to the Web-enabled telephone device, wherein the telephone connection information is in a format that can be utilized by the Web-enabled telephone device to establish telephone communications with a source of information associated with the advertisement, wherein

the source of information is hosted by the advertisement server; and

storing information associated with serving the telephone connection information to the Web-enabled telephone device.

8. The method of Claim 7, further comprising storing information associated with a user establishing telephone communications with the source of information via the Web-enabled telephone.

9. The method of Claim 7, wherein serving telephone connection information to the Web-enabled telephone device comprises serving a telephony hyperlink within a second Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes the Web-enabled telephone device to establish telephone communications with the source of information.

10. The method of Claim 7, wherein the source of information contains prerecorded information associated with the advertisement that is configured to be played to the user when telephone communications are established with the source of information via the Web-enabled telephone.

11. The method of Claim 9, wherein the second Web page contains a hyperlink that can be activated by a user to remove the second Web page from display within the Web-enabled telephone device.

12. The method of Claim 9, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with an advertisement server.

13. The method of Claim 7, wherein serving the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

14. A server computer system that facilitates and accounts for call-through advertising between advertisers and users of Web-enabled telephone devices, comprising:

5 means for serving an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the server computer system;

10 means, responsive to user activation of the advertisement hyperlink, for serving telephone connection information of the third party to the Web-enabled telephone device, wherein the telephone connection information is in a format that can be utilized by the Web-enabled telephone device to establish telephone communications with the third party; and

15 means for storing information associated with serving the telephone connection information to the Web-enabled telephone device.

20 15. The server computer system of Claim 14, further comprising means for storing information associated with a user establishing telephone communications with the third party via the Web-enabled telephone device.

16. The server computer system of Claim 14, wherein the means for serving telephone connection information of the third party to the Web-enabled telephone device comprises means for serving a telephony

- 5 hyperlink within a second Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes the Web-enabled telephone device to establish telephone communications with the third party.

17. The server computer system of Claim 16, wherein the second Web page contains a hyperlink that can be activated by a user to remove the second Web page from display within the Web-enabled telephone device.

18. The server computer system of Claim 16, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with the server computer system.

19. The server computer system of Claim 16, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with another server computer system.

20. The server computer system of Claim 14, wherein the means for serving the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.
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21. The server computer system of Claim 14, wherein the means for serving the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.
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22. A server computer system that facilitates and accounts for call-through advertising between advertisers and users of Web-enabled telephone devices,

comprising:

5 means for serving an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the server
10 computer system;

means, responsive to user activation of the advertisement hyperlink, for serving telephone connection information to the Web-enabled telephone device, wherein the telephone connection information is in a format that
15 can be utilized by the Web-enabled telephone device to establish telephone communications with a source of information associated with the advertisement, wherein the source of information is hosted by the server computer system; and

20 means for storing information associated with serving the telephone connection information to the Web-enabled telephone device.

23. The server computer system of Claim 22, further comprising means for storing information associated with a user establishing telephone communications with the source of information via the
5 Web-enabled telephone.

24. The server computer system of Claim 22, wherein the means for serving telephone connection information to the Web-enabled telephone device comprises means for serving a telephony hyperlink within a second
5 Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes the Web-enabled telephone device to establish telephone communications with the source of information.

25. The server computer system of Claim 22,
wherein the source of information contains prerecorded
information associated with the advertisement that is
configured to be played to the user when telephone
communications are established with the source of
information via the Web-enabled telephone.

26. The server computer system of Claim 24,
wherein the second Web page contains a hyperlink that can
be activated by a user to remove the second Web page from
display within the Web-enabled telephone device.

27. The server computer system of Claim 24,
wherein the second Web page comprises a second
advertisement that contains an embedded hyperlink
associated with a server computer system.

28. The server computer system of Claim 22,
wherein the means for serving the advertisement to the
Web-enabled telephone device is responsive to user
activation of a hyperlink displayed within the Web-
enabled telephone device.

29. A computer program product that
facilitates and accounts for call-through advertising
between advertisers and users of Web-enabled telephone
devices, the computer program product comprising a
computer usable storage medium having computer readable
program code embodied in the medium, the computer
readable program code comprising:

computer readable program code that serves an
advertisement associated with a third party to a Web-
enabled telephone device for insertion within a Web page
displayed within the Web-enabled telephone device,
wherein the advertisement contains an embedded hyperlink
associated with the server computer system;

15 computer readable program code that, responsive
to user activation of the advertisement hyperlink, serves
telephone connection information of the third party to
the Web-enabled telephone device, wherein the telephone
connection information is in a format that can be
utilized by the Web-enabled telephone device to establish
20 telephone communications with the third party; and

computer readable program code that stores
information associated with serving the telephone
connection information to the Web-enabled telephone
device.

30. The computer program product of Claim 29,
further comprising computer readable program code that
stores information associated with a user establishing
telephone communications with the third party via the
5 Web-enabled telephone device.

31. The computer program product of Claim 29,
wherein the computer readable program code that serves
telephone connection information of the third party to
the Web-enabled telephone device comprises computer
5 readable program code that serves a telephony hyperlink
within a second Web page that is displayed within the
Web-enabled telephone device, and wherein user activation
of the telephony hyperlink causes the Web-enabled
telephone device to establish telephone communications
10 with the third party.

32. The computer program product of Claim 31,
wherein the second Web page contains a hyperlink that can
be activated by a user to remove the second Web page from
display within the Web-enabled telephone device.

33. The computer program product of Claim 31,
wherein the second Web page comprises a second

advertisement that contains an embedded hyperlink associated with the server computer system.

34. The computer program product of Claim 31, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with another server computer system.

35. The computer program product of Claim 29, wherein the computer readable program code that serves the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

36. The computer program product of Claim 29, wherein the computer readable program code that serves the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

37. A computer program product that facilitates and accounts for call-through advertising between advertisers and users of Web-enabled telephone devices, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that serves an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the server computer system;

computer readable program code that, responsive to user activation of the advertisement hyperlink, serves telephone connection information to the Web-enabled

telephone device, wherein the telephone connection information is in a format that can be utilized by the Web-enabled telephone device to establish telephone communications with a source of information associated with the advertisement, wherein the source of information is hosted by the server computer system; and

computer readable program code that stores information associated with serving the telephone connection information to the Web-enabled telephone device.

38. The computer program product of Claim 37, further comprising computer readable program code that stores information associated with a user establishing telephone communications with the source of information via the Web-enabled telephone.

39. The computer program product of Claim 37, wherein the computer readable program code that serves telephone connection information to the Web-enabled telephone device comprises computer readable program code that serves a telephony hyperlink within a second Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes the Web-enabled telephone device to establish telephone communications with the source of information.

40. The computer program product of Claim 37, wherein the source of information contains prerecorded information associated with the advertisement that is configured to be played to the user when telephone communications are established with the source of information via the Web-enabled telephone.

41. The computer program product of Claim 39,

wherein the second Web page contains a hyperlink that can be activated by a user to remove the second Web page from display within the Web-enabled telephone device.

42. The computer program product of Claim 39, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with a server computer system.

43. The computer program product of Claim 37, wherein the computer readable program code that serves the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

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